

## 2024 SPONSORSHIP OPPORTUNITIES

### About VELA Con

Join us in Washington, D.C. for VELA Con 2024 -- the first national convening of the leading network of founders delivering alternatives to conventional schooling! Learn from the visionary founders who are building sustainable businesses that revolutionize education. Engage in dynamic programming, explore new frontiers in education, connect with hundreds of entrepreneurs from across the country, and discover how the VELA Founder Network is empowering families and founders alike in a vibrant educational ecosystem.

### Why You Should Sponsor

- **Get in on the ground floor.** Join us as we kickstart an annual tradition of gathering the nation's leading education founders. As an inaugural sponsor, you have a unique opportunity to optimize impact, relationships, and brand exposure at the very first VELA Con.
- **Enjoy exclusive access to networking opportunities.** From workshops to dinners to happy hour on the rooftop of the beautiful Conrad hotel, there will be ample opportunities to develop meaningful connections with founders and thought leaders from across the country.
- **Share knowledge and resources.** Come ready to share your perspective and engage in a weekend of learning with and from founders, partners, researchers, and thought leaders from across the country.
- **Elevate your brand nationally.** Share your brand with VELA's 2,400+ founders, 6,900+ newsletter subscribers, and 7,500+ audience members on social media and keep the conversation going long after the event.

### VELA Con Sponsorship Tiers + Benefits

#### Title Sponsorship (\$25,000)

- Title sponsor recognition in all event communications and marketing materials, including newsletters
- Featured exhibition space in a prime location for conference attendees
- Digital recognition on conference website
- Featured logo placement on conference app
- 2 social media shout outs leading up to event (May and June)
- Speaking opportunity to introduce organization during conference session
- 5 passes: for your team, clients, or guests
- Approved swag bag insert opportunity (sponsor provides materials that VELA team will include in all gift bag handouts)
- Exclusive sponsor table during Friday evening VELA Con seated dinner

### **Gold Sponsorship (\$10,000)**

- Prominent logo recognition in all event communications and marketing materials, including newsletters
- Prominent exhibition space
- Digital recognition on conference website and conference app
- 3 passes: for your team, clients, or guests
- Approved swag bag insert opportunity (sponsor provides materials that VELA team will include in all gift bag handouts)

### **Silver Sponsorship (\$5,000)**

- Logo recognition on digital event marketing materials including newsletters
- Exhibition space
- Digital recognition on conference website and conference app
- 2 passes: for your team, clients, or guests
- Approved swag bag insert opportunity (sponsor provides materials that VELA team will include in all gift bag handouts)

### **Bronze Sponsorship (\$2,500)**

- Logo recognition on digital event marketing materials including newsletters
- Digital recognition on conference website and conference app
- 1 pass: for your team, clients, or guests

### **Contact Information**

For inquiries regarding sponsorship opportunities, reach out to [velacon@vela.org](mailto:velacon@vela.org).